



THE REAL ESTATE BOARD OF NEW YORK, INC.

12 EAST 41ST STREET, NEW YORK 10017

RICHARD M. ROSAN
PRESIDENT

RECEIVED
JUN 24 1982
G. WEISSMAN

Mr. Jim Thompson
June 21, 1982

Mr. George Weissman
Chairman
Philip Morris Inc.
100 Park Avenue
New York, NY 10017

RECEIVED
JUN 28 1982
J. J. HOGAN

Dear Mr. Weissman:

The Real Estate Board of New York cordially invites your corporation to participate as an advertiser in New York, New York 1982, a special supplement to the Sunday New York Times Magazine, to be published October 31, 1982. This supplement will celebrate Manhattan's renaissance in recent years as a world corporate headquarters location. As the chief executive of a corporation headquartered in New York, you are well aware of the unique advantages that a Manhattan location offers.

In this magazine the Real Estate Board will feature the outstanding new office construction and renovation projects brought about by New York's economic resurgence in the late 1970's. It will reach the Sunday Times' full national circulation of 1.5 million copies and 4.3 million readers in the same high-quality graphic format as the New York Times Magazine. In a keynote essay, the noted author Martin Mayer will discuss the importance of Manhattan's office development to New York's present and future economy. Then, in a series of five "walking tours" the noteworthy building projects and office districts will be described in maps, narrative and photographs.

On behalf of the Real Estate Board's Governors, I urge you to support this important promotional project and aid us in attracting other executives and their corporations to New York City. Your corporation's presence is vital to the economic resurgence of this city and we hope you will help us to tell its story to America's business leaders.

I have enclosed a prospectus and an advertising contract which will provide you with additional information on New York, New York 1982. Please let us know of your intent to participate as soon as possible.

Sincerely,

Richard M. Rosan
Richard M. Rosan
President

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